



# 2025 PET PALOOZA SPONSORSHIP INFORMATION



Saturday, April 12, 2025 • 11am-3pm  
Truist Field • 324 S Mint St, Charlotte, NC 28202

# ABOUT PET PALOOZA

Join us for Pet Palooza 2025, our annual fundraising walk and community festival that has been a staple of the Charlotte community for almost 30 years. Featuring live music, food trucks, pet-loving vendors, and fun for the whole family, Pet Palooza is a mainstay of our organization.

With the support from the Charlotte community, we were able to raise over \$120,000 at Pet Palooza 2024.



# ABOUT HSC

The Humane Society of Charlotte (HSC) works to champion the well-being of companion animals and strengthen their bond with the people who know, love, and need them. Our vision is a future where all companion animals have the support, care, and human connection needed to lead healthy, rewarding lives.

HSC is a private 501(c)(3) non-profit organization that receives no state, federal, or government funding, and relies solely on private donations and volunteers to advance our mission.

## EXPAND YOUR REACH

Our supporters can become your supporters! Receive exposure through print and digital ads, social media, posters, and more!

### 2024 STATS

#### SOCIAL MEDIA FOLLOWERS

 54k  31k  7k  1.5k

#### EMAIL

 57k email subscribers

#### WEBSITE

 50k visitors per month

 1.8k visits per day

**Humane Society of Charlotte · 2025 Pet Palooza Sponsorship Information**  
**[petpaloozacharlotte.org](https://petpaloozacharlotte.org) · [events@humanecharlotte.org](mailto:events@humanecharlotte.org)**



# GRAND SLAM SPONSOR: \$25,000

## PRE-EVENT BENEFITS

- Exclusive naming rights for the event, with your logo featured on all promotional materials, including the event t-shirt.
- Inclusion of your logo within the event logo.
- Logo and link in the HSC newsletter leading up to the event (57k+ subscribers).
- Logo and link on the Pet Palooza website between signup through November 2025.
- Announcement of sponsorship to 88k+ social media followers, including tags to your social media page(s).
- Recognition in all Pet Palooza media releases.
- Event rental at HSC, including a facility tour (*\*based on availability*).
- Tax-deductible donation.



## DAY-OF BENEFITS

- Access for 25 guests to the exclusive Home Plate Club area during the event.
- Registration for 25 walk participants.
- Logo displayed on the outfield screen and TV displays throughout Truist Field.
- Opportunity for a company representative to kick off the event with opening remarks.
- Two 10'x10' booth spaces at the venue entrance.
- Public acknowledgment throughout the event by emcees.
- Logo featured on the event banner.
- Logo featured on event t-shirt.



## POST-EVENT BENEFITS

- Logo & link in post-event e-newsletter (57k+ subscribers).
- Recognition of support to 88k+ social media followers.

# DIAMOND SPONSOR: \$15,000

## PRE-EVENT BENEFITS

- Your logo on all promotional materials, including the event t-shirt.
- Logo and link in the HSC newsletter leading up to the event (57k+ subscribers).
- Logo and link on the Pet Palooza website between signup through November 2025.
- Announcement of sponsorship to 100k+ social media followers, including tags to your social media page(s).
- Recognition in all Pet Palooza media releases.
- Event rental at HSC, including a facility tour (*\*based on availability*).
- Tax-deductible donation.

## DAY-OF BENEFITS

- Access for 15 guests to the exclusive Home Plate Club area during the event.
- Registration for 15 walk participants.
- Logo displayed on the outfield screen and TV displays throughout Truist Field.
- One 10'x10' booth space at the venue entrance.
- Public acknowledgment throughout the event by emcees.
- Logo featured on the event banner.
- Logo featured on event t-shirt.

## POST-EVENT BENEFITS

- Logo & link in post-event e-newsletter (57k+ subscribers).
- Recognition of support to 88k+ social media followers.





# TRIPLE PLAY SPONSOR: \$10,000

## PRE-EVENT BENEFITS

- Sponsorship mention in the March e-newsletter (57k+ subscribers).
- Announcement of sponsorship to 100k+ social media followers.
- Logo and link on the Pet Palooza website from signup through November 2025.
- Tax-deductible donation.

## DAY-OF BENEFITS

- Access for 5 guests to the exclusive Home Plate Club area during the event.
- Registration for 5 walk participants.
- Logo displayed on the outfield screen and TV displays throughout Truist Field.
- One 10'x10' booth space at the venue entrance.
- Public acknowledgment throughout the event by emcees.
- Logo featured on the event banner.

## POST-EVENT BENEFITS

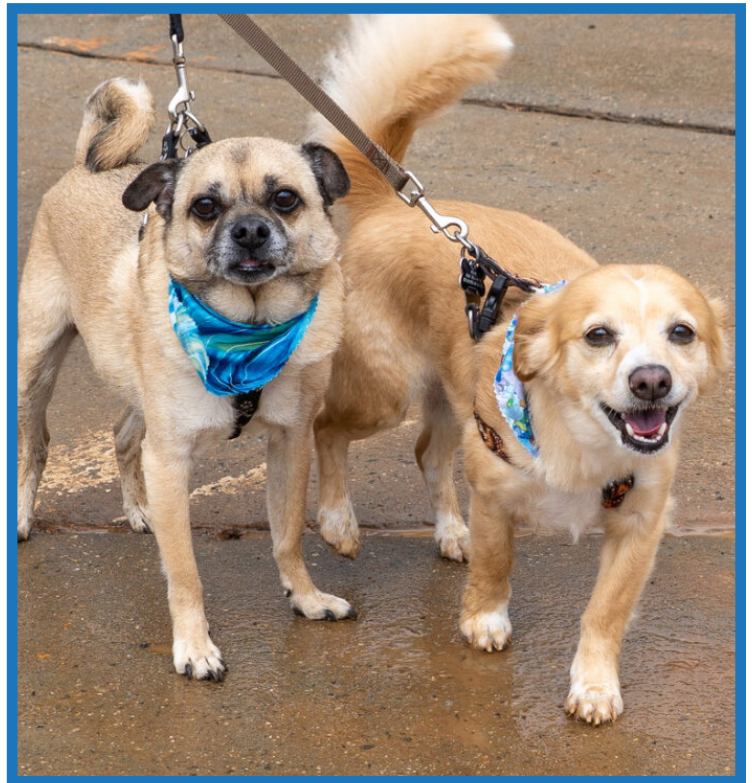
- Logo & link in post-event e-newsletter (57k+ subscribers).
- Recognition of support to 88k+ social media followers.



# EVENT AREA SPONSORS: \$7,500-\$8,500

## BENEFITS

- Logo and link on the Pet Palooza website from signup through November 2025.
- Logo featured on the event t-shirt.
- One 10'x10' vendor booth near the sponsored event area.
- Banner/signage in the sponsored area with your company logo displayed.
- Access for 2 guests to the exclusive Home Plate Club area during the event.
- Registration for 2 walk participants.



## EVENT AREAS

Stadium Snapshot Sponsor (Photo Booth)	<b>EXCLUSIVE - \$8,500</b>	Logo on every photo
Bat Dog Sponsor (Dog Area)	<b>EXCLUSIVE - \$7,500</b>	Logo on Dog Area signage
Little Leaguers' Dugout (Kid's Area)	<b>EXCLUSIVE - \$7,500</b>	Logo on Kid's Area signage



# HIGHLIGHT REEL SPONSOR: \$5,000

## PRE-EVENT AND DAY-OF BENEFITS

- Logo and link on the Pet Palooza website from sign-up through November 2025.
- Logo featured on the event t-shirt.
- One 10'x10' vendor booth near the slideshow area.
- Logo displayed on the video board alongside attendees' submitted pet photos.

## POST-EVENT BENEFITS

- Logo in post-event e-newsletter graphic (57k+ subscribers).





# ALL STAR SPONSOR: \$2,500

## PRE-EVENT BENEFITS

- Logo and link on the Pet Palooza website from sign-up through November 2025.
- Registration fee waived for 2 company team members.
- Tax-deductible donation.

## DAY-OF BENEFITS

- Logo featured on the back of the event t-shirt.
- Logo displayed on the event banner.

## POST-EVENT BENEFITS

- Logo in post-event e-newsletter graphic (57k+ subscribers).





# CURVE BALL SPONSOR: \$1,000

## PRE-EVENT BENEFITS

- Logo and link on the Pet Palooza website from sign-up through November 2025.
- Tax-deductible donation.

## DAY-OF BENEFITS

- Logo displayed on the event banner.

## POST-EVENT BENEFITS

- Logo in post-event e-newsletter graphic (57k+ subscribers).



# 2025 PET PALOOZA

## SPONSOR BENEFITS COMPARISON

	GRAND SLAM \$25,000	DIAMOND \$15,000	TRIPLE PLAY \$10,000	EVENT AREAS \$7,500-\$8,500	HIGHLIGHT REEL \$5,000	ALL STAR \$2,500	CURVEBALL \$1,000
<b>PRE-EVENT BENEFITS</b>							
Naming rights and logo inclusion on event logo	•						
Logo and link in e-newsletter	•	•					
Event rental at HSC and tour	•	•					
Recognition in all media releases	•	•					
Sponsor announcement on social media	•	•	•				
Complimentary walk registrations	25	15	5	2			
Logo & link on website	•	•	•	•	•	•	•

### DAY-OF EVENT BENEFITS

Access to Home Plate Club VIP Area	For 25	For 15	For 5	For 2			
Acknowledgment by emcees	•	•	•				
Logo on outfield screen and TV displays	•	•	•	•	•		
10'x10' vendor space in prime location	2	1	1	1			
Logo on event t-shirt	•	•	•	•	•	•	
Logo on walk banner	•	•	•	•	•	•	•

### POST-EVENT BENEFITS

Recognition of support on social media	•	•	•	•			
Logo in e-newsletter graphic	•	•	•	•	•	•	•





Pet Palooza is the Humane Society of Charlotte's most popular annual fundraiser. The event features a walk, music, pet-loving vendors, and fun for the whole family.

### 2025 EVENT INFORMATION

**DATE:** Saturday, April 12, 2025

**TIME:** 11am to 3pm

**LOCATION:** Truist Field

324 South Mint Street, Charlotte, NC 28202

### VENDOR BOOTHS

#### \$250

- One 10'x10' space, first come, first served.
- Logo & link on Pet Palooza event website (additional \$100).

#### \$200

- One 10'x7' space, first come, first served.
- Logo & link on Pet Palooza event website (additional \$100).
- **No tents are allowed in the 10'x7' spaces.**

### PLEASE NOTE:

- Vendor spaces **DO NOT** include tents, tables, chairs, or power (no generators permitted). Please plan accordingly.
- Booth location is first come, first served. **Some booths may not be covered under the concourse.**
- Rain or shine event. There will be no refunds issued in the event of inclement weather.
- We reserve the right to reject applications when necessary.
- Your application is not complete until payment is received.
- Applications are for 2025 and cannot be transferred into another year.



**QUESTIONS? EMAIL:**  
**EVENTS@HUMANECHARLOTTE.ORG**

**TO REGISTER, VISIT:**  
**PETPALOOZACHARLOTTE.ORG**

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